



**INDY'S CHILD
28TH ANNUAL SUMMER CAMP FAIR**

FEBRUARY 18, 2017 | 11AM - 3PM
CASTLETON SQUARE MALL

OVERNIGHT CAMPS | DAY CAMPS | SUMMER PROGRAMS



BE A PART OF OUR CAMP FAIR

The 28th annual Summer Camp Fair hosted by Indy's Child Magazine will take place on February 18, 2017 at Castleton Square Mall. Families from all over Central Indiana will have the opportunity to explore over 60 overnight camps, day camps and summer programs. To top it off, Indy's Child will provide lots of fun entertainment including face painters, our prize wheel, mock covers, and much more!

OUR NUMBERS *in just one month*

50,000 printed copies
of the magazines · 700+
distribution sites · 125,000
people read in print ·
60,000 web visitors ·
14,000 e-newsletter
subscribers · 25,000+
facebook fans

EARLY REGISTRATION NOVEMBER 14, 2016 - DECEMBER 31, 2016

STANDARD BOOTH
\$445
W/ELECTRICITY \$495

DOUBLE BOOTH
\$745
W/ELECTRICITY \$795

OPEN REGISTRATION JANUARY 1, 2017 - FEBRUARY 10, 2017

STANDARD BOOTH
\$495
W/ELECTRICITY \$545

DOUBLE BOOTH
\$795
W/ELECTRICITY \$845

PROGRAM DIRECTORY LISTING

All exhibitors receive a FREE listing in the 2017 Camp Fair Program.

*If you are unable to be an exhibitor, but would like to be included in the program, you may purchase a listing for \$150.

2017 CAMP FAIR PROGRAM ADVERTISING

You have the opportunity of placing an ad in the 2017 Camp Fair Program. 5,000 copies will be printed. The program will not only be distributed to all attendees at our Camp Fair, but will also be taken with Indy's Child to the many events we attend throughout the year.

FULL PAGE
\$1000

HALF PAGE
\$600

QUARTER PAGE
\$400

HOW TO SIGN UP

Please visit indyschild.com or contact your sales representative.



BECOME A CAMP FAIR SPONSOR

TITLE SPONSOR \$5,000 (LIMIT ONE)

The **Title Sponsor** will receive the highest visibility and recognition among Event Sponsors' onsite signage.

Title Sponsor will receive signage to be displayed near entrance during Event.

Title Sponsor will share the Event name title (ie: Indy's Child Summer Camp Fair Presented by XYZ Company).

Title Sponsor Logo and/or name mention will be included (but not limited to) all marketing including multiple full page ads in both *Indy's Child Magazine*, social media, articles, Website, e-newsletters, TV appearances and more!

Title Sponsor will receive #1 priority event booths/area (your choice of location).

Title Sponsor will have largest logo on Summer Camp Program handed out to all attendees, and at other events throughout the spring/summer

Title Sponsor will receive Back Cover ad (value: \$1,500) in the Summer Camp Program handed out to all attendees, and at other events throughout the spring/summer

Title Sponsor will receive a mention in our "thank you" advertisement in *Indy's Child Magazine*.

Title Sponsor will receive (1) one dedicated e-blast (14,500 subscribers) which includes a facebook "shout-out" to our 20,000+ Fans. (value: \$695 - date of choice)

Title Sponsor will receive largest logo on the Camp Fair tote bag distributed to all attendees.

Title Sponsor will receive premier listing on IndysChild.com

Title Sponsor will receive a Big Box Ad on home page and run of site - February 1 - June 15 (value: \$2,680)

SUPPORTING SPONSOR \$2,500 (LIMIT SIX)

Supporting Sponsor will receive logo/name on all tote bags and summer camp programs handed out to attendees.

Supporting Sponsor logo and/or name recognition will be included on the following: full page ads in *Indy's Child* (January, February). Website coverage, social media, press releases sent to all media outlets throughout Central Indiana (which will produce many media opportunities), and other marketing opportunities that present themselves.

Supporting Sponsor will receive one (1) priority event booth (electricity included).

Supporting Sponsor will receive a mention in our "thank you" advertisement in *Indy's Child*.

Supporting Sponsor will have opportunity to have item/material in tote bag.

Supporting Sponsor will be included in all e-blasts regarding the Summer Camp Fair.

Supporting Sponsor will receive (1) one dedicated e-blast (14,500 subscribers) which includes a Facebook "shout-out" to our 20,000+ Fans. (value: \$695 - date of choice)

Supporting Sponsor will receive Full Page ad in the Camp Fair Program (value: \$1,000) handed out to all attendees, and at other events throughout the spring/summer.

Supporting Sponsor will receive logo on the Camp Fair tote bag distributed to all attendees.

Supporting Sponsor will receive premier listing on IndysChild.com (value: \$375)

GOLD PACKAGE \$1,000

Gold Sponsor will receive one (1) priority event booth (electricity included).

Gold Sponsor will receive Half Page ad in the Summer Camp Program handed out to all attendees, and at other events throughout the spring/summer.

Gold Sponsor will have an opportunity to have an item in the tote bag.

Gold Package will receive premier listing on IndysChild.com (value: \$375)